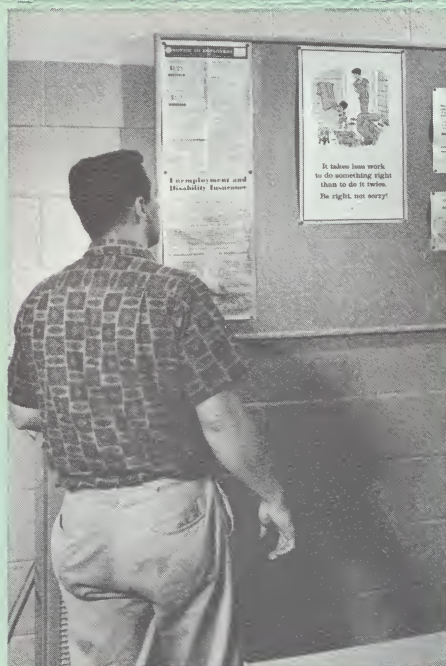


**Use them
in attractive
frames for
office display**

**in
selected
plant
locations**

**or just
tack them
to your
bulletin board**



**POSITIVE
ATTITUDE
POSTERS** deal with the attitudes essential to good work . . . anywhere . . . in office or factory. For a change of pace, an occasional poster may feature some health or safety suggestion important to all employees at that time of the year. For the most part, however, the posters concentrate on the common sense fundamentals of doing a good job . . . attitude problems which may crop up in any company . . . things about which even the best of employees may need an occasional reminder.

The posters deal with fundamentals which have to be repeated again and again in any well-managed organization. Positive Attitude Posters are an excellent means of doing so — pointedly but pleasantly. Your employees will enjoy Ted Key's famous cartoons. They assure continued attention for each and every message.

*Guaranteed
to command
attention
wherever you
post them!*

Here are some
typical subjects
done in the
Ted Key fashion...

posters that
suggest,
not shout...

posters that
give a laugh
with each
lecture!



**Every job is a self-portrait
of the person who did it.**

**Autograph your work
with excellence!**



**Don't GUESS—
Check and Be SURE!**



**When You Don't
Understand Something.
Be Smart And
SAY SO!**



**ENTHUSIASM
Adds Pleasure
To Any Job**

Facts about the POSITIVE ATTITUDE POSTER SERVICE

- 1.** Subscribers receive a new poster every two weeks.
- 2.** All posters are shipped subject to your approval.
- 3.** All posters are 14 by 22 inches, suitable for use in office, plant or laboratory. Attractive frames available at modest cost.
- 4.** You may discontinue the service at any time, for any reason, and pay only for those posters already received. Normally, bills are rendered every six months.

*(See reverse side for
rates and order form)*

POSITIVE THINKING presented with a smile!

The framed posters make a tasteful display for the finest office; without frames, they can be tacked or taped anywhere you have the wall space. Wherever you put them, you'll find employees watch for and read each new message.



with drawings by Ted Key, creator of Hazel

Say it
with
a smile...

RESERVATION INSTRUCTIONS

John L. Beckley, President, The Economics Press, Inc., 270 Pleasant Valley Way, West Orange, New Jersey 07052

☐ **CONFIRM:** We'd like to try POSITIVE ATTITUDE POSTERS. Send us a new poster every two weeks until we tell you to stop. It is understood that all posters will be shipped subject to our approval; also that we may stop the service at any time and pay only for those posters already received. If we cancel, you guarantee to refund immediately the unused balance of any amount we may have paid.

PLEASE SEND US:

.....copies of
each poster

.....poster
frames @ \$3.00

Quantity Prices

One copy of each
poster \$1.50 each
2-9 copies \$1.25 each
10-24 copies \$1.00 each
25 copies
or more \$.80 each

(Bills are rendered every six months)

**THE
ECONOMICS
PRESS, Inc.**

WEST ORANGE, NEW JERSEY



Name Title

Company

Street and No. (or P.O. Box)

City State Zip

YOU MAY WISH TO RETAIN THIS
STUB FOR YOUR RECORDS.

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed in the United States

5 7

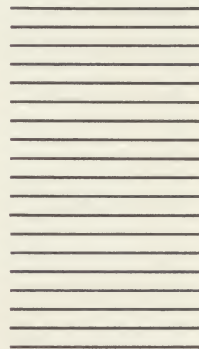
Postage will be paid by

The
ECONOMICS PRESS, Inc.
P. O. Box 425
West Orange, N. J. 07052

FIRST CLASS

West Orange, N. J.

Permit No. 614



RESERVATION INSTRUCTIONS

John L. Beckley, President, The Economics Press, Inc., 270 Pleasant Valley Way, West Orange, New Jersey 07052

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Name Title

Company.....

Street and No. (or P.O. Box)

City State Zip

Kindly R.S.V.P.

by returning
this card

The above offer is intended for bona fide business organizations only. If you do not wish to accept, please note your wishes here.



CANCEL: We do not choose to accept a trial of **POSITIVE ATTITUDE POSTERS**.

PLEASE SEND US:

.....copies of
each poster

.....poster
frames

DETACH FOR YOUR FILES

POSITIVE ATTITUDE POSTER SERVICE

Quantity Prices

One copy of each poster	\$1.50 each
2-9 copies of each poster	\$1.25 each
10-24 copies of each poster	\$1.00 each
25 or more copies	.80 each
Poster frames	\$3.00 each

(BILLS RENDERED EVERY SIX MONTHS)

Employees Are Hard To Convince...

Frequently the harder you try, the more sceptical and suspicious they become--the less inclined to listen and believe.

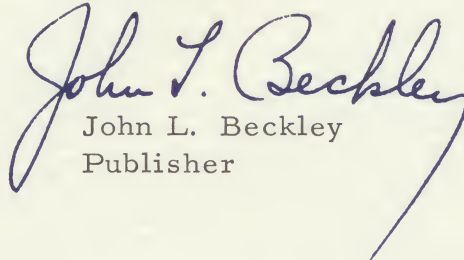
That's why our new POSITIVE ATTITUDE POSTER service uses a low-pressure, humorous approach. It starts with a smile--a cartoon by Ted Key, the creator of Hazel. Then a brief statement that makes so much sense it's bound to strike home. No shouting, no finger-pointing, yet each poster plants the seed of a positive, constructive attitude toward a man's job and the company he works for.

Keeping people alert and productive is one of the never-ending problems of managing a business. Even the best of workers need occasional reminders to keep them moving ahead under a full head of steam. The management which relaxes its efforts to create and promote good employee attitudes leaves the door wide open for poor attitudes to move in and take over.

You'll find these posters a big help in your efforts to keep employees thinking constructively. Walnut-finished frames are available, if you wish, which make them just as suitable for the handsomest office as the busiest factory.

Just return the enclosed card. We'll start sending you a new morale-boosting POSITIVE ATTITUDE POSTER every two weeks.

Sincerely,


John L. Beckley
Publisher



Tel. 201-736-2255

The ECONOMICS PRESS, INC. • 270 PLEASANT VALLEY WAY, WEST ORANGE, NEW JERSEY 07052